

HALIFAX

Regional Special Events Grants Program Review

January 22, 2025



Origin

- May 22, 2024 meeting of the Grants Committee
 - Regional Special Events Grants Report 2024
 - The following was indicated in the discussion section of the report:

“As the Regional Special Events Grants program has not been recently reviewed, staff intend to conduct a review of the program and return to the Grants Committee with findings and recommendations.”

History

- June 15, 2010 - Event Strategy
 - As a result administrative changes, program redesigns, funding allocations implemented.
- May 26, 2015 Regional Council approved and adopted two administrative orders
- Administrative Order 2014-020-GOV Respecting Marketing Levy Special Events Reserve Grants
- Administrative Order 2014-021-GOV Respecting Regional Special Events Grants

Regional Special Events Grants Programs

- **Community Celebrations:** small scale community events organized primarily for benefit and enjoyment of residents, free to the public to attend.
- **Established Community Events:** for existing community events (min 3 years), accessible to the public with free or low-cost activities and have a minimum budget of \$10,000.
- **Significant Anniversaries:** community events organized around major quarterly anniversaries that celebrate HRM's heritage and community and have a minimum budget of \$7,500.
- **Cultural Events & Showcases:** arts and culture festivals that further the disciplines of literary, media, performing and visual arts, accessible to the public with free or low-cost activities, have a minimum budget of \$50,000.

Budgets (2016/17 to present)

Regional Special Events Grants Program Maximum Grants and Allocation			
Program	Maximum Grant*	Total Allocation	Budget
Community Celebrations	\$1,000	\$215,000	C760
Established Community Events	\$25,000		
Significant Anniversaries	\$10,000		
Cultural Events & Showcases	\$60,000	\$200,000	Q621

*The maximum grant for each program is outlined in AO #2014-021-GOV.

Three-year Sustainable Funding

- The Regional Special Events Grants AO provides the ability to award up to three-year sustainable funding:
 - Established Community Events
 - Cultural Events & Showcases
- Year one of the three-year cycle
 - \$200,000 for Cultural Events & Showcases is awarded
 - Established Community Events budget is shared with the annual applications therefore reserves a portion of the \$215,000 for the following two fiscal year intakes for these programs.



Program Stats

- Combined \$415,000 budget
- On average program supports 70 community & cultural events annually
- 2023-2024 Regional Special Events Grants program supported:
 - 67 community and cultural events
 - 483,227 residents attended



Funding Requests Annually (C760)

Community Celebrations, Established Community Events & Significant Anniversaries Grant Requests, Approvals Previous Six Years (C760)				
Year	Budget (C760)	Requests	Approved	% of Requests
2024-2025	\$215,000	\$339,395	\$215,000	63%
2023-2024	\$215,000	\$372,075	\$215,000	58%
2022-2023	\$215,000	\$364,125	\$217,875	60%
2021-2022	\$215,000	\$389,025	\$198,225	51%
2020-2021	\$215,000	\$397,925	\$129,650	33%
2019-2020	\$215,000	\$413,445	\$211,750	51%

Budget Constraints (C760)

- Supplemental Grants \$33,000 from Q621
 - Will be included in 2025/2026 report
- Significant Anniversaries
 - Annual application, special priority, max \$10,000 grant
 - Unexpected application received year 2 or 3
 - 150th Memorial of SS Atlantic, Alderney Landing's 25th Anniversary
 - Budget pressure
 - Building a database for currently funded organizations
 - Will remain unexpected external events celebrating quarterly anniversaries



Funding Requests (Q621)

Cultural Events & Showcases Grant Requests, Approvals Previous Six Years (Q621)				
Year	Budget (Q621)	Requests	Approved	% of Requests
2024-2025	\$200,000	\$376,000	\$200,000	53%
2023-2024	\$200,000	\$376,000	\$200,000	53%
2022-2023	\$200,000	\$376,000	\$200,000	53%
2021-2022	\$200,000	\$396,978	\$200,000	50%
2020-2021	\$200,000	\$396,978	\$150,750*	38%
2019-2020	\$200,000	\$396,978	\$200,000	50%

*COVID cancellations.

Budget Constraints (Q621)

- The municipality's population is:
 - Growing in size
 - Becoming increasingly diverse
 - Generating more cultural events
- Previous three-year funding cycle (2022-2024) supported 13 Cultural Events & Showcases
- Next three-year funding cycle (2025-2027) received 19 Cultural Events & Showcases applications

Regional Special Events Grants Program Requests

Regional Special Events Grants Maximum Grants vs Average Grants Approved Previous Six Years							
Program	Grant Maximum	2024-2025	2023-2024	2022-2023	2021-2022	2020-2021	2019-2020
Community Celebrations	\$1,000	\$622	\$580	\$761	\$1,000	\$833	\$580
Established Community Events	\$25,000	\$5,611	\$5,410	\$5,410	\$5,087	\$3,485	\$4,448
Significant Anniversary	\$10,000	\$5,500	\$5,000	n/a	\$5,000	n/a	\$5,000
Cultural Events & Showcases	\$60,000	\$15,384	\$15,384	\$15,384	\$13,333	\$13,333	\$13,333

- Average grant awarded over the past six years per program are 20-73% of the maximum grant award.

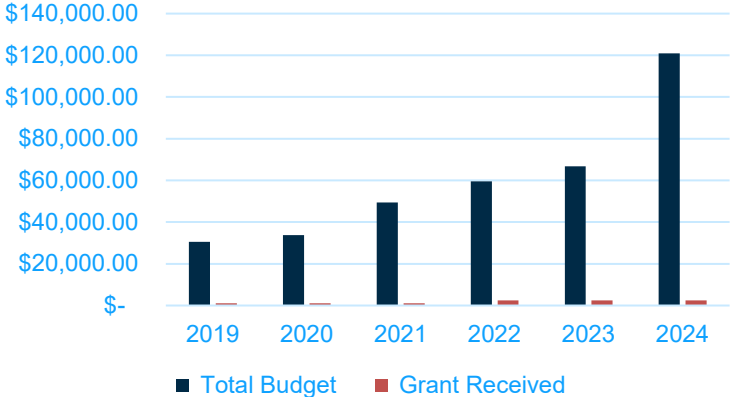


Increase in Event Hosting Costs Externally

- Long time community & cultural events are growing:
 - Size
 - Attendance
 - Event footprint
 - Duration of event
- Organizations experiencing increase costs
 - Labour, rental of equipment, etc.

Increase in Event Hosting Costs Externally

Established Community Event



Increase in Event Hosting Costs Internally

Civic Event Hosting Costs Examples			
Event Expense	2019	2024	% Increase
Security	\$16.49/hr	\$37.36/hr	126%
HRP Officer	\$75.00/hr	\$110.40/hr	47%
Accessible Toilet Rental	\$82.75/day	\$125.00/day	51%

Proposed Increase in Regional Special Events Grants Budgets

- Upcoming three-year funding cycle (2025-2027)
- Increase in applications received
 - Community Celebrations
 - Established Community Events
 - Cultural Events & Showcases
- C760 increase of \$115,000 (\$330,000 total)
 - 60% to 80%, include 2 ECE, 1 Significant Anniversary
- Q621 increase of \$110,000 (\$310,000 total)
 - 53% to 80%

Questions

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